

Computers in Business

Standard 2

Students will market their
business venture.

Marketing Terminology
Standard 0000-02
Objective 0201, 0202, 0203, 204

Overview:

Students will learn the marketing terminology including:

- the 4 P's of marketing (product, place, price, promotion)
- consumer motivations (rational, emotional, and patronage motives)
- advertising media (magazines, newspapers, television, direct mail, radio, internet, and billboards)

Activities:

- Define the marketing terminology.
- Have the students brainstorm a list of every form of advertising they can think of. Make sure all of the advertising media is on the list.
- Using the advertisement worksheets from Standard 1, or from the ads that the students brought in discussing Target market, have the students decide how the ads relate to the 4 P's of marketing.

MARKETING TERMINOLOGY

Target Market:	Clearly identified group of consumers with needs that business wants to satisfy.
Market Research:	The gathering of information that businesses can use to determine what kinds of goods or services to produce.
Advertising:	Paid promotion used to promote products and services as well as to generate ideas and educate the public.
4 P's of Marketing:	A combination of marketing elements designed to meet the needs of a target market. The four elements are product, place, price, and promotion. The 4 P's of Marketing are also known as the Marketing Mix.
Product:	Anything offered to the target market to satisfy needs including physical products and services.
Place:	The locations where products are sold and the ways they are made available to customers.
Price:	What customers pay and the method of payment
Promotion:	The methods and information communicated to customers to encourage purchases and increase their satisfaction.
Consumer Motivations:	Forces that cause consumers to act including the desire to fulfill their needs and wants.
Rational Motives:	A reason for consumers to buy a product/service based on facts or logic.
Emotional Motives:	A reason for consumers to buy a product/service based on feelings or attitudes.
Patronage Motives	A reason for consumers to buy a product/service based on a desire to be loyal and a feeling of comfort with that product/service.

Advertising Media and Costs
Standard 0000-02
Objective 0203, 0204

Overview:

Students will identify advertising media (magazines, newspapers, television, direct mail, radio, internet, and billboards) and examine their costs.

Activities:

- Have the students find examples of advertisements from at least 6 of the different advertising media.
- Conduct a scavenger hunt to find different types of advertisements tailored to specific target markets.
- Have the students examine the website:
<http://www.gaebler.com/Small-Business-Marketing.htm>
in order to discover costs of different methods of advertising
- Have the students complete the chart showing the different costs of each type of advertising, and decide which method of advertising is most effective for a variety of Target Markets.
- Lead a discussion as to why the students chose the different methods of advertising for their respective target markets.

Advertising and Target Market Scavenger Hunt

Name _____

Period _____

Find the following types of advertisements:

- 1) Find a billboard targeted to Women ages 18-35
 - Describe the location _____
 - Describe the advertisement _____
- 2) Find a newspaper advertisement targeted to Men ages 18-35
 - Cut out and attach
- 3) Find a radio advertisement targeted to Single Women
 - Which Radio Station? _____
 - What company/product/service? _____
 - Describe the advertisement _____
- 4) Find a mailing targeted to homeowners
 - Cut out and attach
- 5) Find an internet advertisement targeted to young men ages 12-18
 - Give the website where the advertisement was found _____
 - Describe the advertisement _____
- 6) Find a TV advertisement targeted to young women ages 12-18
 - Which TV station? _____
 - During Which TV show? _____
 - Describe the commercial _____
- 7) Find a Magazine advertisement target to older men/women over 65
 - Cut out and attach

Name _____

Period_____

Date_____

Using the Internet, Library, or other materials – research and fill out the following chart with respect to the approximate costs of using the following types of advertising:

	Newspaper	Radio (30 second radio spot)	Billboard	Internet	TV	Direct Mail	Magazine
Costs							

Now examine and choose the most effective methods of advertising with the following Target Markets. Be prepared to defend your selections.

Boys 8-12							
Girls 8-12							
Teenage Boys							
Teenage Girls							
Young Single Women Ages 18-25							
Young Single Men Ages 18-25							
Single Men Ages 26-35							
Single Women Ages 26-35							
Young Married Women Ages 18-35							
Young Married Men Ages 18-35							
Singles Ages 36-65							
Married Adults with children living at home							
Older Men 65+							
Older Women 65+							

